

Invitation to Bid

Network for a Healthy California - African American Campaign

**Beauty Salon/Supply Store Channel Development
Public Health Institute**

April 26, 2011

Network for a Healthy California
1616 Capitol Avenue, MS 7204
Sacramento, CA 95814
PH: 916.552.5453
FX: 916.449.5414
www.networkforahealthycalifornia.net
www.champtionsforchange.net

Network for a Healthy California - African American Campaign
Public Health Institute - Invitation to Bid
Beauty Salon/Supply Store Channel Development Contractor

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PROJECT TITLE

African American Campaign—Beauty Salon/Supply Store Channel Development

PROJECT OVERVIEW

African American women are believed to spend billions of dollars each year on hair care services and hair products. A large share of these women will spend their money with personal hair stylists, beauty salons and at the beauty supply store. In order to determine how Beauty Salons, Beauty Supply Stores and Hair Stylists might best contribute to the *Network for a Healthy California's* efforts to improve nutrition and increase physical activity in the lives of low-income African American women between the ages of 18-54, formative research, including key informant interviews and focus groups, will be conducted in two geographic regions of California.

BACKGROUND

Network for a Healthy California

The mission of the *Network for a Healthy California (Network)* is to create innovative partnerships that empower low-income Californians to increase fruit and vegetable consumption, physical activity, and food security with the goal of preventing obesity and other diet-related chronic diseases. The *Network's* targeted social marketing campaigns empower low-income parents and children to eat more fruits and vegetables and enjoy physical activity every day. These campaigns reach consumers where they live, shop, learn, work, worship, and play. In addition to changing individual behaviors, they also help organizations and individuals become Champions for Change to make fruit and vegetable consumption and physical activity easy to do and socially supported in their families and communities.

To better disseminate *Network* services, California is divided into 11 regions, each with a *Regional Network* “hub” that helps to integrate the efforts of the *Network's* targeted social marketing programs, its local contractors, and its partners. Each *Regional Network* engages and empowers low-income communities and the intermediaries that serve them through coordinated services and messaging.

Network for a Healthy California—African American Campaign

The *Network for a Healthy California — African American Campaign*, funded by the United States Department of Agriculture (USDA) Supplemental Nutrition Assistance Program (SNAP), is a social marketing campaign designed to improve the health of the low-income African American community by providing education about healthy eating and physical activity and empowering them with positive strategies for creating healthier communities. Through the work of three Faith Projects and six *Regional Networks*, the *African American Campaign* provides services to African Americans in California who are low-income.

PURPOSE OF THE INVITATION TO BID

The Beauty Salon/Supply Store Channel Development project will guide the development of a public health intervention designed to engage low-income African American women between the ages of 18-54 where they address beauty and hair care needs, and shop for beauty supplies. Beauty Salon hair stylists can potentially play a key role in the transmission of nutrition and physical activity related messages because they are generally considered trusted confidants and have some knowledge of the personal history of each client and their families. Other health promotion campaigns have been successful in utilizing hair stylists as health educators.

The goal of this invitation to bid is to conduct formative research to explore the feasibility of partnering with beauty salons, beauty supply stores, and hair stylists to promote increased fruit and vegetable consumption and physical activity for African American women who are low-income and between the ages of 18-54. This will be done by conducting key informant interviews with project staff who have conducted other health promotion/intervention projects in beauty salons or similar venues, hair stylists who primarily serve African American women, and beauty supply store management staff. Focus groups will also be done with low-income African American women between the ages of 18-54 to examine perceived barriers to getting the recommended levels of physical activity and fruit and vegetables, and the feasibility of receiving health promotion materials and education in beauty salons and beauty supply stores.

CONTRACTOR PARAMETERS AND DELIVERABLES

Goal 1 – Meeting To Discuss Parameters of Scope of Work

[Contractor] will complete the following task:

Meet with the key parties from the *African American Campaign* team via conference call(s) to discuss and clarify the goals and objectives of the key informant interviews and focus groups described below, and the means that will be employed to achieve them. Develop and clarify topics for the focus group moderator's guide and key informant interviews, define the methodology and timeline of the focus groups and key informant interviews, identify locations for the focus group research, and identify potential key informants for interviews. See Proposed Timeline for proposed dates.

Goal 2: Key Informant Interviews with Other Beauty Salon Intervention Project Staff

Deliverable 1: Interview Tool for Key Informant Interviews with Staff from Other Beauty Salon Intervention Projects

In collaboration with the *Network*, identify other organizations who are either sponsoring or have sponsored beauty salon based health education interventions, and develop a

comprehensive key informant interview tool for pertinent staff at these organizations. This interview tool should:

- Probe for information about the culture, norms, and practices of hair salons catering to African American women, and the hair stylists who work in them;
- Assess the extent to which beauty salons and/or stylist-client dialogues are good spaces for promoting nutrition and physical health;
- Identify beauty salon and beauty supply store-based marketing strategies that will motivate low-income African American women between the ages of 18-54 to increase their fruit and vegetable consumption and physical activity levels;
- Determine the extent to which the intervention relied on the stylist to provide health education and the extent to which project staff interacted directly with clients;
- Identify potential challenges of the beauty salon or supply store setting;
- Identify incentives, if any, used to empower stylists or consumers to participate in health education intervention; and
- Identify promising practices employed by the intervention in the beauty salon environment.

The interview guide should contain quantitative and qualitative questions, and will be designed in collaboration with *African American Campaign* staff. Submit the first draft of the Key Informant Interview guide to the *African American Campaign* for edits and approval. Up to three rounds of edits may be required. Please see Proposed Timeline for proposed due dates.

Deliverable 2: Identify and Recruit Key Informants from Other Beauty Salon Projects

[Contractor] will complete the following task:

Identify potential Key Informants who have worked on beauty salon health promotion interventions previously, in addition to a list of interviewees provided by the *African American Campaign* (See List of Potential Key Informant Interviewees in the Appendix).

Deliverable 3: Key Informant Interviews with Staff from Other Beauty Salon Intervention Projects

[Contractor] will complete the following task:

Conduct at least 5 Health Educator Key Informant Interviews from at least three different interventions' project staff by telephone or in-person. Attempts must be made to interview all key informants listed in the Potential Key Informant Interviewees list. Please see Proposed Timeline for proposed due dates.

Deliverable 4: Aggregate Other Beauty Salon Intervention Project Staff Key

Informant Interview Data

[Contractor] will complete the following task:

Provide *African American Campaign* with all original, completed Key Informant Interview Surveys, as well as an Excel Database with results from quantitative questions, and a Word Document with all qualitative responses. Please see Proposed Timeline for proposed due dates.

Deliverable 5: Draft of Key Informant Interview Results with Other Beauty Salon Intervention Projects

[Contractor] will complete the following tasks:

- a) Summarize findings and results from key informant interviews with other beauty salon intervention staff. The final report will include procedures, methods, and results and will be appropriate for publication in a scientific peer-reviewed journal (Note: *African American Campaign* staff will be involved in the development of all publishable work associated with this project; as such, they will be noted as the primary authors).
- b) Submit one electronic copy of this draft per the specifications detailed above. Please see Proposed Timeline for proposed due dates. This draft will comprise one section of the final report to be submitted (please see Goal 6).

Goal 3: Key Informant Interviews with Beauty Salon Stylists

Deliverable 1: Interview Tool for African American Beauty Salon Stylist Key Informant Interviews

[Contractor] will complete the following tasks:

In collaboration with the *Network*, develop a comprehensive interview tool for beauty salon hair stylists. This interview tool should be able to be completed in a short amount of time (15 minutes), to allow hair stylists to complete the interview between hair appointments or during potential breaks in an appointment (e.g., client is under the dryer, waiting for color to set, etc.). The Interviewer conducting these short interviews will need to be culturally competent and familiar with the African American beauty salon atmosphere. The interview tool should:

- Identify what would motivate stylists to participate in the *Network's* health education intervention.
- Probe the stylists for information about the beauty, nutrition and physical activity practices of low-income African American women between the ages of 18-54, as well as the extent to which beauty salons and/or stylists-client dialogues are good spaces to promote nutrition and physical health;

- Identify and explain common, popular hairstyles that are conducive to exercise and physical activity;
- Identify potential salon-based marketing strategies that will motivate low-income African American women between the ages of 18-54 to increase their fruit and vegetable consumption and physical activity levels;
- Identify potential benefits and obstacles, from the perspective of the stylist, of promoting healthy eating and physical activity in the beauty salon;
- Describe how hair stylists might influence the likelihood of low-income African American women between the ages of 18-54 eating the USDA recommended servings of fruits and vegetables and being physically active for 30 minutes every day;
- Identify potential challenges and benefits of the beauty salon setting in administering a health promotion campaign;
- Quantify the amount of time hair stylists normally spend on a client in a visit
- Quantify amount of time hair stylists feel they could realistically devote to fruit and vegetable consumption/physical activity education per client; and

Face-to-face Key Informant Interviews will be conducted in two geographic regions of California: the San Francisco Bay Area and Los Angeles. The interview guide should contain quantitative and qualitative questions, and will be designed in collaboration with *African American Campaign* staff. Submit the first draft of the Key Informant Interview guide to the *African American Campaign* for edits and approval. Please see Proposed Timeline for proposed due dates.

Deliverable 2: Identify and Recruit African American Beauty Salon Stylists

[Contractor] will complete the following task:

Identify and recruit stylists from the San Francisco Bay Area and the Los Angeles region. At least 15 stylists from each region will need to be interviewed (total: 30). In each region, stylists should come from at least 7 separate beauty salons (total: 14). Of these beauty salons where key informant interviews take place, at least 2 and no more than 5 from each region should be conducted in a salon that specializes in hair braiding.

Deliverable 3: Conduct Key Informant Interviews with African American Beauty Salon Stylists

[Contractor] will complete the following tasks:

- a) Conduct at least 30 key informant interviews with hair stylists: at least 15 in the Bay Area region and 15 in the Los Angeles region, from at least 7 different salons (respectively), including at least 2 salons that specialize in hair braiding (respectively). (*For example, to gather at least 15 key informant interviews from hair stylists in the Bay Area, conduct at least 7 interviews from 7 different salons, and 2 interviews from two salons specializing in hair braiding, for a total of 9*

interviews from stylist who do not work together. The remaining 6 interviews may be done at additional salons or dispersed throughout salons who have already interviewed hair stylists).

- b) Provide appropriate incentives to encourage and compensate participation. The incentives will include *Network* educational materials and promotional items.

Deliverable 4: Aggregate African American Beauty Salon Stylist Key Informant Interview Data

[Contractor] will complete the following task:

Provide *African American Campaign* with all original, completed key informant interview surveys, as well as an Excel Database with results from quantitative questions, and a Word Document with all qualitative responses. Please see Proposed Timeline for proposed due dates.

Deliverable 5: Draft of African American Beauty Salon Stylist Key Informant Interview Results

[Contractor] will complete the following tasks:

- a) Summarize findings and results from key informant interviews with African American Beauty Salon Stylists. The final report will include procedures, methods, and results and will be appropriate for publication in a scientific peer-reviewed journal (Note: *African American Campaign* staff will be involved in the development of all publishable work associated with this project; as such, they will be noted as the primary authors).
- b) Submit one electronic copy of this draft per the specifications detailed above. Please see Proposed Timeline for proposed due dates. This draft will comprise one section of the final report to be submitted (please see Goal 6).

Goal 4: Target Audience Focus Groups

Deliverable 1: Focus Group Moderator Guide Tool

[Contractor] will complete the following tasks:

- a) Develop a Focus Group Moderator Guide to achieve, including but not limited to, the following objectives:
 - Identify salon/stylists/supply store based marketing strategies that will motivate low-income African American women between the ages of 18-54 to increase their fruit and vegetable consumption and physical activity levels within the Beauty

Salon, Hair Stylist or Beauty Supply store setting;

- Identify potential hairstyle barriers that African American women face with respect to physical activity levels;
 - Identify hairstyles that are conducive to engaging in physical activity (e.g., weaves, wigs, pony tails, afros, braids, locks, twists, coils, up-dos, wraps, pin curls, roller sets, and accessories such as scarves)
 - Determine if these hairstyles already are, or likely would, encourage increased levels of physical activity
 - Discuss any limitations on hairstyles that are conducive to physical activity (e.g., not a popular look, high-maintenance, etc.)
 - Identify target audience's current, informal sources of trusted information about healthy eating and active living;
 - Determine the role, if any, beauty salons, hair stylists and beauty supply stores currently play encouraging healthy eating/active living;
 - Determine the degree to which the target audience would appreciate, reject or be indifferent to healthy living messages in a beauty salon or beauty supply store;
 - Identify potential challenges of the beauty salon or supply store setting
- b) Submit the first draft of the Focus Group Moderator Guide to the *African American Campaign* staff for edits. Up to three rounds of edits may be required. Please see the Proposed Timeline for potential due dates.

Deliverable 2: Identify and Recruit Focus Group Participants

Focus groups will be conducted in two geographic regions of California: the Bay Area and Los Angeles. Four focus groups will be conducted in each geographic area, with 8-12 participants in each group (8 total focus groups; 64-96 total focus group participants).

[Contractor] will complete the following tasks:

- a) Identify potential focus group participants, utilizing the screening tool provided by the *Network* (See Focus Group Screening Tool in the Appendix). Revisions to the focus group screening tool will be made in collaboration with the *African American Campaign* staff as needed.
- b) Submit a list of confirmed participants, participants who were screened but did not meet inclusion criteria, and participants who met inclusion criteria but refused to participate. Do not include names or any other information that could potentially identify an individual in these lists. Include the response rate.

Deliverable 3: Conduct Focus Groups

[Contractor] will complete the following tasks:

- a) Provide appropriate incentives to encourage and compensate participation. The incentives will include *Network* educational materials and promotional items.

- b) Provide travel vouchers for transportation to and from the focus group site for participants.
- c) Provide childcare on-site for focus group participants with children.
- d) Secure facilities. At least two appropriate facilities will be provided to accommodate the successful completion of the focus groups (in the Bay Area and Los Angeles). Official focus group facilities are preferred but not required. [Please note that while focus groups are not required to be conducted in official focus group facilities, focus groups **MUST** be in a location that is easily accessible and convenient to participants, provide adequate privacy and protection for focus participants, be acoustically suitable for audio-taping of the focus groups, and be an environment where participants feel safe and secure.]
- e) [Contractor] will contact focus group facilities in the proposed areas to determine their availability during the projected schedule. They will then arrange the dates, food, childcare, recruitment logistics and audio taping services with the facilities.
- f) Conduct eight focus groups for the project, four in the Bay Area and four in Los Angeles, according to the groupings outlined above. Each focus group should contain at least 8 and no more than 12 participants (8 total focus groups; 64-96 total focus group participants).
- g) Audio and video tape each focus group, and provide copies of tapes to the *African American Campaign*.

Deliverable 4: Transcribe the Focus Group Audiotapes to Printed Transcript

[Contractor] will complete the following task:

Provide *African American Campaign* with a written transcript of the focus groups. Please see Proposed Timeline for proposed due dates.

Deliverable 5: Draft of Focus Group Results

[Contractor] will complete the following tasks:

- a) Analyze the focus group data. Data analysis procedures will include identification of patterns and themes across all groups as well as differences by site. Data analysis should be performed by staff with experience in analyzing qualitative data using appropriate software (such as AtlasTI).
- b) Summarize findings and results from the focus groups. The final report will include procedures, methods, and results and will be appropriate for publication in a scientific peer-reviewed journal (Note: *African American Campaign* staff will be involved in the development of all publishable work associated with this project; as such, they will be noted as the primary authors).
- c) Submit one electronic copy of this draft per the specifications detailed above. Please see Proposed Timeline for proposed due dates. This draft will comprise one section of the final report to be submitted (please see Goal 6).

Goal 5: Key Informant Interviews with Beauty Supply Store Staff

Deliverable 1: Interview Tool for Key Informant Interviews

In collaboration with the *Network*, identify beauty supply stores that sell hair care supplies, primarily for an African American female audience. The interview tool should:

- Probe for information about the culture, norms, and practices of beauty supply stores catering to African American women;
- Assess the extent to which beauty supply stores are good spaces for promoting nutrition and physical health;
- Identify beauty supply store-based marketing strategies that will motivate low-income African American women between the ages of 18-54 to increase their fruit and vegetable consumption and physical activity levels;
- Identify potential challenges and benefits of the beauty supply store setting in administering a health promotion campaign; and
- Identify what would motivate beauty supply stores to participate in the *Network's* health education intervention.

The interview guide should contain quantitative and qualitative questions, and will be designed in collaboration with *African American Campaign* staff. Submit the first draft of the Key Informant Interview guide to the *African American Campaign* for edits and approval. Up to three rounds of edits may be required. Please see Proposed Timeline for proposed due dates.

Deliverable 2: Identify and Recruit Key Informants from Beauty Supply Stores

[Contractor] will complete the following task:

Identify and recruit management staff of Beauty Supply Store's that primarily serve African American women for potential key informant interviews.

Deliverable 3: Key Informant Interviews

[Contractor] will complete the following task:

Conduct at least 5 in-person Key Informant Interviews from at least three Beauty Supply Stores in each region (minimum of 10 total key informant interviews). Please see Proposed Timeline for proposed due dates.

Deliverable 4: Aggregate Other Beauty Supply Store Key Informant Interview Data

[Contractor] will complete the following task:

Provide *African American Campaign* with all original, completed Key Informant Interview Surveys, as well as an Excel Database with results from quantitative questions, and a Word Document with all qualitative responses. Please see Proposed Timeline for proposed due dates.

Deliverable 5: Final Key Informant Interview Report with Beauty Supply Stores

[Contractor] will complete the following tasks:

- a) Summarize findings and results from key informant interviews with other beauty supply store management staff. The final report will include procedures, methods, and results and will be appropriate for publication in a scientific peer-reviewed journal (Note: *African American Campaign* staff will be involved in the development of all publishable work associated with this project; as such, they will be noted as the primary authors).
- b) Submit one electronic copy of this draft per the specifications detailed above. Please see Proposed Timeline for proposed due dates. This draft will comprise one section of the final report to be submitted (please see Goal 6).

Goal 6: Final Cumulative Report

Deliverable 1: Final Report: Feedback Draft

[Contractor] will complete the following tasks:

Complete a final report of all findings to submit to *African American Campaign* staff for feedback. This report should include all sections (with any updates, if applicable) previously drafted; specifically, Goals 2-5 (key informant interviews with project staff of previous Beauty Salon/Supply Store interventions, African American hair stylists, and staff of beauty supply stores, and focus groups with target audience African American women). The report should also include procedures, methods, and results and be appropriate for publication in a scientific peer-reviewed journal (Note: *African American Campaign* staff will be involved in the development of all publishable work associated with this project; as such, they will be noted as the primary authors). This draft report should also include appendices that present statistical outputs (when applicable) of all qualitative and quantitative data analyses, copies of focus group transcripts, copies of key informant interview surveys, and any other pertinent information referenced in the final report. Submit one electronic copy of the report per the specifications detailed above. Please see Proposed Timeline for proposed due dates.

Deliverable 2: Final Report

[Contractor] will complete the following tasks:

Revise, as necessary, the Feedback Draft of the Final Report, based on discussions, comments, and edits proposed by *Network* staff. Up to 5 rounds of edits may be required before the report can be deemed Final. Submit three hard-bound copies, and one electronic copy, of the Final Report. Please see Proposed Timeline for proposed due dates.

CONTRACTOR QUALIFICATIONS

The *Network* is seeking a contractor with the following qualifications:

- Must be located in California.
- The ability to work in the San Francisco Bay Area and Los Angeles regions.
- The ability to recruit and organize English speaking staff capable of conducting key informant interviews and/or focus groups in multiple locations.
- This project requires a keen understanding of the African American community and beauty salon setting. The ability to work in a culturally competent manner with low-income African American women between the ages of 18-54 is required.
- Extensive experience managing focus groups and key informant interviews; ability to conduct several focus groups in two geographic locations in a short time frame.
- Experience developing and administering key informant interviews.
- Extensive experience collecting, analyzing and presenting qualitative and quantitative data, including proficiency in statistical software (e.g., AtlasTI, SAS, SPSS, STATA).

DELIVERABLE TARGET DATES

The contract resulting from this ITB is tentatively expected to begin late May, 2011 and end on September 30, 2011. Please see Appendix B: Proposed Timeline, for proposed deliverable due dates. Upon contract award, the timeline and due dates for deliverables will be solidified in conjunction with the contractor.

CONTRACT TERM AND FUNDING AVAILABILITY

The contract resulting from this ITB is expected to span from late May, 2011 to September 30, 2011. **Bids may not exceed \$100,000.**

BID SUBMISSION REQUIREMENTS

This Invitation to Bid is for a project to be contracted through the Public Health Institute (PHI) on behalf of the *Network for a Healthy California* of the California Department of Public Health (CDPH). Funding for this project is from the USDA's Supplemental Nutrition Assistance Program, an equal opportunity provider and employer.

To submit a bid for this project, please complete the Invitation to Bid form (see Appendix A), including the contact information, description of qualifications and approach, resumes/CV's for proposed staff, budget summary, budget justification, and budget by goal estimates. The budget justification shall be for the contract period: May 23, 2011 – September 30, 2011 (FFY 2011). The contract start date is tentative; the contract end date is firm.

Bids may be accepted via e-mail only. **Bids must be received no later than 5:00 p.m. on May 10, 2011.** It is the sole responsibility of the bidder to ensure that PHI receives the bid by the above deadline. Incomplete or late bids will be considered non-responsive and will not be reviewed.

Bids will be evaluated by a team of reviewers based upon bidder experience, proposed approach, ability to adhere to proposed timeline, and budget.

Send the completed bid form to:

Sheila Chinn: Sheila.Chinn@cdph.ca.gov

Please include “ITB – Beauty Salon/Supply Store Channel” in the subject line.

AWARD OF CONTRACT

The award will be made as an entire package to the responsible bidder whose proposal is determined to be technically complete, whose professional qualifications and experience meet the terms of the ITB and is deemed by the *Network* to be most competent. The selection process may, however, include a request for additional information to support the written proposal. The budget submitted as part of the proposal is considered firm and cannot be altered after the deadline for receipt of the proposal.

PHI reserves the right to award this contract not necessarily to the lowest bidder, but to the bidder that demonstrates the best ability to fulfill the requirements of the ITB.

PHI reserves the right to reject any or all proposals, cancel this solicitation, and/or request best and final offers from some or all bidders. Acceptance of a bid is subject to approval of the contract by CDPH. The contract will provide for payment on a cost-reimbursement basis.

Intent to award will be determined by May 17, 2011. All bidders will be notified by email or phone.

All materials developed as part of this scope of work will become the property of the *Network for a Healthy California*.

Questions regarding the Invitation to Bid may be submitted in writing only by sending an e-mail to Rebecca Garrow (Rebecca.Garrow@cdph.ca.gov). Answers will be provided

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via e-mail to all potential bidders.

APPENDIX A: BID FORM

Organization Name:	
Contact:	
Mailing Address:	
Street Address:	
Phone:	
Fax:	
E-mail:	
Website:	

Descriptions of Qualifications

1. Describe your organization's educational and professional background and experience, specifically as it relates to focus groups and key informant interviews.
2. Describe your organization's experience and skills in writing technical reports, data collection and data analysis. Please describe in detail the qualifications of the person who will be performing the qualitative analysis of the focus groups, including the software they will be using.
3. Describe your organization's experience, if applicable, working with racial/ethnic minority populations.
4. Describe your organization's experience, if applicable, working with low-income populations.

Additional Required Documents:

1. Resume's/CV's of proposed project staff.
2. Two client references.
3. Three brief work samples, including samples from projects that dealt with key informant interviews and focus groups. List and provide a brief description of each work sample.
4. Budget and budget justification. Include detailed descriptions and qualifications of proposed staff in budget justification. The budget and budget justification should

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include, but is not limited to, the following line items:

- a. Personnel
- b. Fringe Benefits
- c. Travel*
- d. Equipment
- e. Supplies
- f. Consultants/Contractors
- g. Other
- h. Total Direct Costs
- i. Indirect Costs (include Indirect Cost Rate)
- j. Total Budget Amount

* Travel must comply with California State travel guidelines. Please see Appendix E for Travel Guidelines.

5. Breakdown of budget by goal. In addition to the budget details requested above, provide an estimated breakdown of the total budget request by Goal. Please use the template below.

GOAL	BUDGETED AMOUNT
Goal 1: Initial Meeting	<i>Enter budgeted amount per Goal. Round to whole dollars.</i>
Goal 2: KII w/ Other Project Staff	
Goal 3: KII with Beauty Salon Stylists	
Goal 4: Target Audience Focus Groups	
Goal 5: KII with Beauty Supply Store Staff	
Goal 6: Final Report	
TOTAL BUDGET REQUEST	<i>Total budget request = sum of Goals 1-6.</i>

6. OPTIONAL: A proposed timeline is provided in Appendix B, with deliverables and their respective due dates listed. If the bidder feels a revision in the Proposed Timeline is necessary, they are welcome to submit a revised timeline for consideration. **Please note that the project end date of September 30, 2011 is non-negotiable.**

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APPENDIX B: PROPOSED TIMELINE

Deliverables	Due (2011)
Goal 1 – Meeting To Discuss Parameters of Scope of Work	5/23 - 5/27
Goal 2: Key Informant Interviews with Other Beauty Salon Intervention Project Staff	
Deliverable 1: Interview Tool for Key Informant Interviews with Staff from Other Beauty Salon Intervention Projects	5/30
Deliverable 2: Identify and Recruit Key Informants from Other Beauty Salon Projects	5/31 – 6/2
Deliverable 3: Key Informant Interviews with Staff from Other Beauty Salon Intervention Projects	6/1 – 6/8
Deliverable 4: Aggregate Other Beauty Salon Intervention Project Staff Key Informant Interview Data	6/10
Deliverable 5: Draft Key Informant Interview Report with Other Beauty Salon Intervention Projects	6/13
Goal 3: Key Informant Interviews with African American (AA) Beauty Salon Stylists	
Deliverable 1: Interview Tool for AA Beauty Salon Stylist Key Informant Interviews	6/13
Deliverable 2: Identify and Recruit AA Beauty Salon Stylists	6/20 - 6/29
Deliverable 3: Conduct Key Informant Interviews with AA Beauty Salon Stylists	6/26 – 7/3
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Deliverable 5: Draft AA Beauty Salon Stylist Key Informant Interview Report	7/20
Goal 4: Target Audience Focus Groups	
Deliverable 1: Focus Group Moderator Guide Tool	7/15
Deliverable 2: Identify and Recruit Focus Group Participants	7/16 - 7/25
Deliverable 3: Conduct Focus Groups	8/8 - 8/21
Deliverable 4: Transcribe the Focus Group Audiotapes to Printed Transcript	8/22 - 8/26
Deliverable 5: Draft Focus Group Report	--
<i>Draft</i>	9/7
Goal 5: Key Informant Interviews with Beauty Supply Store Staff	
Deliverable 1: Interview Tool for Key Informant Interviews	8/22
Deliverable 2: Identify and Recruit Key Informants from Beauty Supply Stores	8/23 - 8/29
Deliverable 3: Key Informant Interviews with Beauty Supply Store Staff	8/24 – 9/5
Deliverable 4: Aggregate Other Beauty Supply Store Key Informant Interview Data	9/7
Deliverable 5: Draft Key Informant Interview Report with Beauty Supply Stores	9/12
Goal 6: Final Cumulative Report	
<i>Feedback Draft</i>	9/16 – 9/23
<i>Final Report</i>	9/30

APPENDIX C: LIST OF POTENTIAL KEY INFORMANT INTERVIEWEES FROM OTHER BEAUTY SALON HEALTH PROMOTION INTERVENTIONS

[Contractor] will attempt to contact and conduct key informant interviews with individuals who have previously led or worked on beauty salon health promotion intervention activities. Attempts should be made to contact and interview the individuals below, per the *African American Campaign's* request. **This is not an exhaustive list of potential contacts to interview.**

Laura Linnan, ScD, CHES
University of North Carolina, Gillings School of Global Public Health
359 Rosenau Hall, CB 7440
Chapel Hill, NC 27599-7440
linnan@email.unc.edu

Valerie Quinn
Health Program Specialist
Network for a Healthy California
California Department of Public Health
1616 Capitol Avenue, Sacramento, CA 95814
916-552-9908
valerie.quinn@cdph.ca.gov

Kamaljeet Singh-Khaira
Youth Initiatives Contractor
Network for a Healthy California
California Department of Public Health
1616 Capitol Avenue, Sacramento, CA 95814
916-449-5437
Kamaljeet.Singh-Khaira@cdph.ca.gov

APPENDIX D: FOCUS GROUP SCREENING TOOL

Inclusion Criteria

1. Race: Self-Identified race is Black or African American
2. Gender: Female
3. Age: Between the ages of 18-54
4. Income: Less than or equal to 185% of the Federal Poverty Level. See chart below to ensure total household income falls at or below 185% of the FPL.
 - a. Number of persons living in home, including self: _____
 - b. Total Household Income in 2010: _____

Family Size	185% Percent of Poverty Guideline (2011)
1	\$20,147
2	\$27,214
3	\$34,281
4	\$41,348
5	\$48,415
6	\$55,482
7	\$62,549
8	\$69,616

[For family units of more than 8 members, add \$3,820 for each additional member.]

APPENDIX E: TRAVEL GUIDELINES

PHI POLICY FOR STATE OF CA FUNDED TRAVEL EXPENSES

Authorized travel and travel-related expenses incurred in the conduct of PHI business, if reasonable, allowable, and itemized on this form, are reimbursable. All other requests for reimbursement should be made on a check request.

Reimbursement for travel follows the guidelines outlined in the **CA State Department of Personnel Administration (DPA)** unless the contract under which an employee is reimbursed states otherwise.

IMPORTANT NOTE: A Travel Claim must be filed within 30 days after the completion of any trip; any unused travel advance must be returned promptly. All out-of-state travel must be approved in writing in advance of the trip by the State's Project Officer.

HOW TO FILL OUT TRAVEL FORMS:

List each day of travel separately. You must indicate which activity code will be charged for the expense, the time you left on the date of departure, the time you returned home on the date of return, and both the purpose and the destination of the trip.

TRANSPORTATION:

- Private Car: **Mileage is reimbursed at the CA State Department of Personnel Administration (DPA) rate, which is 51¢ per mile. Mileage reimbursement claims may not exceed the cost of round trip air fare to the same destination.
- Air Fare: Airline tickets should be purchased using a PHI purchase order whenever possible. Purchase the least expensive round-trip or special rate travel available (coach/tourist/economy class).
- Rental Car: A rental car should only be used if it is the most economical or only feasible means of transportation available. Always sign for optional insurance on a rental car.
- Local Transportation: Shuttles, taxis, and limousines may be used for travel between lodging and place of business, between place of business and to and from airports.

LODGING:

Reimbursement for lodging follows DPA guidelines unless the contract under which an employee is reimbursed states otherwise. Employees must provide a receipt to claim reimbursements. For in-State travel in most counties, lodging expense up to **\$84.00 (plus tax)** per night can be reimbursed. Check the DPA guidelines for other rates. Higher expenses may be reimbursed for attendance at a conference. Evidence of conference hotel rate must be attached to claim. For out-of-State travel, the actual cost of a standard room and tax can be reimbursed if receipts are submitted. Out-of-State travel must be approved by the State's Project Officer in advance of travel dates.

MEALS:

The maximum reimbursement for each meal is the actual amount paid but not to exceed the maximums stipulated below. Reimbursement for meals should be listed individually, not as a total daily allowance, and in accordance with DPA guidelines. Receipts are not required when these rates are requested. The maximums are:

Breakfast: \$6.00

Lunch: \$10.00

Dinner: \$18.00

Meals served as part of a “package” (e.g. lunch included at a conference) will not be separately reimbursed.

INCIDENTALS:

Incidentals including parking, phone calls, tips, photocopies, etc., can be reimbursed up to a maximum of **\$6.00** per day without receipts on overnight trips. Receipts are required when travel is less than 24 hours. All requests for reimbursement greater than \$6.00 require a receipt.

APPROVAL: The travel request must be approved by the project’s Principal Investigator/Project Director before it is submitted to PHI for reimbursement. This form should include only costs incurred by the traveler. Do not include any costs that were prepaid by PHI. Please subtotal each section and complete the daily totals. If a travel advance was received, please deduct that amount from the total. If the total expense exceeds the advance, indicate the amount due you. If the advance exceeds the expense, please indicate this amount and attach a check to PHI for the amount due.